

PX17

PX17 Attachment Z

Handwritten notes and reseller lists obtained from office
of Jennifer Johnson

Arizona- Resellers

Arizona- Products

Absolutely Working - NV	Action Pro *
Boulder Creek - CO	BellaatHome *
Brand Force - CO	BlizzardWhite *
Brass Triangle *	Dental Pro *
Bridge Ford - NV	First Class Whitening *
Desert Gecko *	Sedona Beauty *
Doing What's Possible NV	SkinnyIQ *
How and Why NV	Smile Pro Direct *
Sandstone Beach *	Spark Whitening *
Solid Ice *	TitanWhite *
Walnut Street CO	Ivory Pro
Wave Rock *	
Wild Farms CO	
Snow Sale - CO	

Thunder Ave CO
University + Folsom CO
Mint House CO

All teeth products

Action Pro White
Bella at Home
Blizzard White
Dental Pro at Home
First Class Whitening
Genuine White
Innovation White
Ivory Pro
Smile Pro Direct
Smile Vitalize
Spark Whitening
Titan White
Whitening Coach
Whitening Trend

All viable resellers

Absolutely Working
Boulder Creek
Brand Force
Brass Triangle
Bridge Ford
Brookville Lane
Doing What's Possible
Flat Iron Avenue
Greenville Creek
How and Why
Indigo Systems
Mint House
Newport Crossing
Night Watch Group
Sandstone Beach
Snow Sale
Solid Ice
Thunder Avenue
University and Folsom
Walnut Street Marketing

Blair meeting

Entity set up - Reseller/Product

- articles of org
- SS4
- Register the entity

Rergo - Brian comp plan - add sales person

financials
- ein (Roadrunner) →
Ryan comp plan

Remove - Sales person

Mid Farms

Neil comp plan

New NW company - not use Jimmy

Rergo bank @ SVB - that's OK

financials for new building - just do
- have Rock

- make Blair + Jonny bonus like Brian's for Rergo
- add operational cash flow
- multiplier by profitability %

- Never put same product at bank
~~- Never put same Reseller at bank~~

- Never same product and Reseller at same bank

- Never same bank + processor

same

- bank can have several
acct's from us.

- Can do same Reseller
w/ diff. product @ same bank

Product
Reseller
Bank
Processor

Regulatory Activities & Compliance Best Practices

Ali Pothmann

Barle Reno

Woods Bennett - head of risk at NMA

Peter Nguyen

- companies & their money
- too many bbb complaints goes to state AG if ignored

1. Reduce complaints - BBB-AG-FTC
2. ~~Reduce complaints~~, Former employee partner
3. discovering - don't tie brands in emails/im
4. seek legal counsel
5. Reduce exposure

Rebranding - have to do - do often

100 bbb complaints - rebrand

- change toll free #
 - phone numbers *
 - email
 - company name
- all linked

try and file a ftc complaint

asset protection

Ideas:

- Market about how we handle BBB AG complaints

- Rebranding - have to do

- make sure clients have the class action language in terms

- 30-day trial - d's & refunds are better

- Pergo market the 2 day average more

- offer to call back customer on day 4 and make sure they got the refund

- friends & family extra pay

- direct affiliates - no Chinese wall

- 500 sales a day per brand
~ 400

- ~~complaints~~ - a lot of work
sum 1000/day - rebrand 30-45 days

400-500 day - 12-8 months rebrand

② reporting & analytics to measure
affiliates

Laura Miller

Walker

Richard Dip

Ventata Janga close

2-2.5% of products never reach customers

- bad addresses

- wrong name

30 second avg

35% do after talking to CS rep

4th day call customer to see if they got
refund \$

- email confirmations? - relook at those

- subscription - double to triple click
vs what media costs are

- varies by country

do - bndata

- which orders received by distributors

Regarding do predictor?

③ conversion & optimization hacks

Matt Martorano - Konnektive

Drew Pichalski - adexchange

Shahin Rothmanel - venabiz

Mike Antonow - link builder

- Verbiage on all B action

- User interaction - mobile

- browser stack

- crazy egg

- spectat

- Hot 8

ionno

perceived value

- press releases
- working at google
- amazon's researching + want to see worth it

amazon?

press the small test

disclosures

alternatively opt in to the checks
- better answers?

- free product w/ purchase
- ebook

how quickly pages load

*tinytng.com - compressing images

- optimizely split testing on landing pgs

④ Subscription Campaign Finance

Mary Aldenwood - CPA

Bruce Malott

Alexis King - NMA

Venkata Janga

- accrual basis

- cash flow within 5%

pushing out advertising terms

- consistent sustainable growth

- average amount of sales

- Rebill data - 70% + half of that
25-27% data model

Rebill 1 - 10%

drop 5%

every 5% drop cuts profitability by 1%.

\$8.50 product fulfillment

\$8.00

\$3.50 - \$4 call center

model out can grow w/ those #s

- Recirculation
- fees that are coming

Squeaky wheel
on the phone

- portal - to the bank - book

subscriptions forecast might
500000 projects you get money

- Squeaky wheel w/ processor

early movie releases

- have to get first bul above \$500
w/ \$43 apr

⑤ domestic vs intl processing & fulfillment

Heather Polman - nma

Mark Stimpfeld - midigator

Rick Nelson - fulfillment lab

kids clothing
box

- protect ammans

- split test packaging

- and present ch's are up

- more ammans

- debit and holds do more

ask me anything advertise

Nathan Hopkins - ^{biomart} nutrition

Michael Wtich - baby bath water - ^{Real} ~~nutraceutical~~ nutrition

Lucas Siegel - advertisement

- sample conductivity

- animating an offer on building a brand

- in house media buyer over agency

Joel Menchen Transm

- make a wish in checkout pg

- stay at home moms

- CS is a profit center

- doing CS in house

- ml dick upsell for straight sale price

- daily rate to a media buyer
agency + train my team
\$20K for 30 days +
\$100K upsells

- have a kick ass internal media buying
team

How to generate really bighead

higher cpa - \$55 step 1 + no step 2